

ORDER



Orders
Order / Rev: 62686
Alt Order #:
Product Desc: ESTIMATE 12259
Estimate: ESTIMATE 12259
Flight Dates: 10/15/12 - 10/21/12
Original Date / Rev: 10/01/12 / 10/01/12
Order Type: GENERAL

KTVX-TV

Primary AE: Office Accounts
Sales Office: SLC
Sales Region: Local

Agency
Name: Media Strategies & Research
Buying Contact:
Billing Contact:
 1580 Lincoln Street
 Denver, CO 80203

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Matheson for Congress 2012
Demographic: HH
Product Codes: US Congress
Priority: P-3
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/19/12	8	\$1,900.00	\$1,615.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	8	\$1,900.00	\$1,615.00	0.00
Totals	8	\$1,900.00	\$1,615.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Office Accounts			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KTVX	10/16/12	10/17/12	Good Morning America GMA 7a-9a	CM	7a-9a	-11----	:30	2	\$200.00	P-2	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-11----		2				\$200.00		0.00			
N 2	KTVX	10/19/12	10/19/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	----1--	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----1--		1				\$150.00		0.00			
N 3	KTVX	10/19/12	10/19/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	----1--	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----1--		1				\$250.00		0.00			
N 4	KTVX	10/15/12	10/18/12	ABC4 News at 5p ABC4 News at 5p	CM	5p-530p	1--1---	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	1--1---		2				\$250.00		0.00			
N 5	KTVX	10/16/12	10/17/12	ABC4 News at 6p ABC4 News at 6p	CM	6p-630p	-11----	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-11----		2				\$300.00		0.00			
													Totals	8	\$1,900.00